

SPRING

THE Folio:Show®

MAY 23, 24, 25, 26 & 27, 1988

THE NEW YORK HILTON

FACE TO FACE®

MAIL THIS CARD
FOR YOUR **FREE**
ADMISSION BADGE!

THIS IS YOUR FREE TICKET TO THE EXHIBIT HALL

Visit the exciting "Show Within a Show!"

**DESKTOP PUBLISHING
FOR
PUBLISHING PROFESSIONALS**

Co-Sponsored by **Folio:** and **Publish!** Magazines.

... At The WORLD'S LARGEST
EXPOSITION OF PRODUCTS &
SERVICES FOR PEOPLE WHO
PUBLISH ...

Magazines! Books! Newsletters!
Catalogs! Directories!
Promotional Material!

FILL IN REVERSE SIDE AND MAIL CARD NOW FOR YOUR FREE EXHIBIT HALL ADMISSION BADGE.

ADMIT ONE
VALID ONLY FOR ADMISSION TO THE EXHIBIT HALL

SPRING

THE Folio:Show®

MAY 24, 25 & 26, 1988

THE NEW YORK HILTON

FACE TO FACE®

Featuring A Special Exhibit on

**DESKTOP
PUBLISHING
FOR PUBLISHING
PROFESSIONALS**

Exhibit Hall

THE WORLD'S LARGEST SHOWCASE
OF PUBLISHING PRODUCTS AND SERVICES!

ADMISSION FEE: \$3.00

EXHIBIT HALL HOURS:

**Tuesday
May 24**

11:30 a.m. to 6:00 p.m.

**Wednesday
May 25**

11:30 a.m. to 6:00 p.m.

**Thursday
May 26**

11:30 a.m. to 5:00 p.m.

ADMIT ONE
VALID ONLY FOR ADMISSION TO THE EXHIBIT HALL

SEE HUNDREDS OF PUBLISHING PRODUCTS AND SERVICES in the WORLD'S LARGEST PUBLISHING EXHIBIT HALL

See Publishing's Leading Suppliers in One Place.

Visit the spectacular 300-booth Folio:Exhibit Hall.

- More Publishing Suppliers!
- More Publishing Products!
- More Publishing Services!

No matter what kind of publishing you do, you'll find suppliers of every type of product or service you need, including:

Advertising Performance Studies	Graphic Arts Preparation
Advertising Specialties & Premiums	International Distributors
Book Binderies	Laminators
Book Binding Materials	List Maintenance Companies
Book Manufacturers	Mailing List Brokers
Catalog Printers	Mailing List Compilers
Circulation Fulfillment	Mailing List Managers
Collection Agencies	Makers of Binders & Covers
Color Separators	National Distributors
Commercial & Direct Mail Printers	Off Press Color Proofing
Computer Data Processing	Overnight Delivery Services
Computer Modeling	Paper Manufacturers & Merchants
Computerized Publishing Management	Pre-Press Color Proofing
Consultants	Pre-Press Production Services
Direct Mail Lettershops	Publication Printers
Direct Mail Promotion Services	Publishers
Direct Response Postcard Printers	Publishers Representatives
Directory Publishers	Reader Service Fulfillment
Electronic Separation Previewers	Research Companies
Envelope Manufacturers	Specialty Printing
	Subscription & Reader Service Card Printers
	Telephone Marketing Services
	Typesetting Equipment & Systems
	Typographers

Folio: and Publish! magazines invite you to visit the exciting "Show Within A Show!"

on DESKTOP PUBLISHING FOR PUBLISHING PROFESSIONALS

Come to the first Desktop Publishing Exposition for serious desktop publishers — executives who must produce magazines, books, newsletters, directories and catalogs that meet the quality standards of professional publishing.

This is the first major event held in New York City showcasing all types of desktop publishing products. You'll find information in the Exhibit Hall or in Seminars about...

Full Page Color and Monochrome Monitors	Ion-Deposition Printers
Computers and Computer Hardware	Scanners
Mouse/Digitizer Pads	Word Processing Software
Text Formatters	Clip Art, Draw, Paint Software
Laser Printers and Controllers	Fonts and Font Editors
	Printer Sharer/Servers
	Writer's Tools

Mail Ticket for Free Exhibit Hall Admission. SAVE \$3.00.

To receive a Free Admission Badge to the Exhibit Hall, complete and mail this card before May 6, 1988. Your Admission Badge will be waiting for you at the Show. There's a \$3.00 charge for admission at the door.

If you plan to attend seminars, do not send in this card. You will automatically receive a Free Exhibit Hall Admission Badge in your registration packet.

MAIL THIS CARD TO: Exhibit Hall Registration, Six River Bend, Box 4949, Stamford, CT 06907-0949.

SAVE \$3.00! FILL OUT AND MAIL THIS CARD FOR YOUR FREE ADMISSION BADGE!

FILL OUT AND MAIL FOR FREE ADMISSION.

Ticket valid ONLY if all information requested is provided.

If you are a Seminar attendee or have already registered in advance, please do not send a duplicate request. Photocopy form for additional requests.

Please Print.

- ☐ Mr.
☐ Mrs.
☐ Ms

NAME

TITLE

NAME OF MAGAZINE/IMPRINT

NAME OF COMPANY

ADDRESS

CITY

STATE

ZIP

TELEPHONE

☐ Check if wish to receive a Seminar Brochure

**Mail before May 6, 1988 to: Exhibit Hall Registration,
Six River Bend, Box 4949, Stamford, CT 06907-0949**

Principal Business (Check all that apply.)

- A ☐ Magazine Publishing
B ☐ Book Publishing
C ☐ Directory Publishing
D ☐ Supplier to Industry
E ☐ Potential Exhibitor Evaluating Show
F ☐ Corporate Communications
G ☐ Other (please specify) _____

Management Level

- H ☐ Presidents, Owners, Partners, Publishers, Other Corporate Officers.
J ☐ Department-Managerial (Editor, Art Director, Print Buyer, Managers of Production, Circulation, Fulfillment, Promotion, Sales, Business Office, Manufacturing, etc.
K ☐ Other (please specify) _____

Principal Job Functions (Check all that apply.)

- L ☐ Publisher (or Associate Publisher)
M ☐ General Management or Finance
N ☐ Marketing & Sales
O ☐ Production/Mfg
P ☐ Distribution
Q ☐ Circulation
R ☐ Promotion
S ☐ Editorial
T ☐ Art & Design
U ☐ Other (please specify) _____

SPRING

THE Folio:Show®

MAY 23, 24, 25, 26 & 27, 1988

THE NEW YORK HILTON

FACE TO FATE®

*Last chance
to Register*

**PUBLISH! and FOLIO: invite you to attend the exciting
“Show Within A Show” on Desktop Publishing**

At last— a desktop publishing show for publishing professionals

- 23 DESKTOP PUBLISHING SEMINARS
- 118 EXHIBITS!
- 7 DESKTOP PUBLISHING USER GROUPS
- Everything you need to know about desktop publishing for . . . NEWSLETTERS! DIRECTORIES! BOOKS! CATALOGS! MAGAZINES!

Gain the Professional Edge! Go Beyond Desktop Publishing. Master All Areas of Publishing

- Tap the knowledge of the industry's experts at over 200 Seminars on . . .

EDITORIAL
CIRCULATION
MANAGEMENT
DISTRIBUTION
PRODUCTION

DESIGN &
GRAPHICS
SALES &
PROMOTION
STARTING NEW
PUBLICATIONS

Discover hundreds of products and services for every type of publishing on display in the Exhibit Hall.

Join more than 10,000 publishing people who will attend the Folio:Show, publishing's largest conference & trade show

SPRING

THE Folio:Show®

MAY 23, 24, 25, 26 & 27, 1988

THE NEW YORK HILTON

FACE TO FOLIO®

The First Major Conference & Exposition For Serious Desktop Publishers.

GET THE MOST FROM DESKTOP PUBLISHING TECHNOLOGY

Attend the first and only desktop publishing event for people in the business of publishing, people whose success depends on producing publications as high in quality as those turned out by traditional methods. In one place, at one time, you'll be able to compare hardware, software and peripherals needed to set up, expand or upgrade your system, and get the information you need to make intelligent decisions for your company.

ATTEND SEMINARS. SEE THE EXHIBITS HEAR DESKTOP PUBLISHING EXPERTS

You'll rub shoulders, talk shop, exchange ideas with desktop publishing specialists as well as executives whose companies publish magazines, books, newsletters, directories, catalogs. At Seminars . . . Exhibits . . . Roundtables . . . User Groups, you'll learn how to improve productivity and the quality of your work. So join thousands of publishing people from all parts of the country, at the only event that explores all aspects of desktop publishing from the viewpoint of the professional publishing executives.

BUILD A SOLID FOUNDATION OF PROFESSIONAL PUBLISHING SKILLS

Desktop publishing is just part of a successful publishing operation. The Folio:Show takes you the rest of the way. You can choose from more than 200 "how to" seminars on every aspect of professional publishing — writing, editing, promotion, circulation, art & design, production, financial management. You'll learn professional ways to improve quality . . . manage your operation efficiently . . . and promote, market and distribute your printed materials.

Visit the Exciting
"EXHIBIT WITHIN AN EXHIBIT" on

DESKTOP PUBLISHING TECHNOLOGY

FULL RANGE OF SEMINARS AND DEMONSTRATIONS

Bypass the hype. Get right to the heart of what you need to know to use desktop publishing as a professional publishing tool. Seminars. Roundtables. Case studies. User groups. Guidance on buying hardware and software. Applications. Cost Analyses.

VISIT THE DESKTOP PUBLISHING EXHIBIT HALL . . .

An "Exhibit Within An Exhibit!". Hands-on demonstrations of the newest desktop equipment. Over 100 major vendors. Find the hardware, software, peripherals you need to set up, upgrade or expand your system.

Get answers to your toughest questions. Compare! Evaluate!

Computers. High Resolution Monitors. Laser Printers. Scanners. Word Processing Software. Page Make-Up Software. Typesetting Hardware and Software. Programs for Graphics, Charts, Graphs. Drawing Tools. Utilities. Many More!

What better organizations to develop this event than Publish!, the authoritative "how to" magazine for desktop publishing, and Folio: The Magazine for Magazine Management, the largest magazine for magazine and other publishing executives. Publish! is produced by PCW Communications, Inc. — publishers of PC World, Macworld and Macintosh Today.

VISIT THE EXHIBIT HALL

It's all there! The publishing industry on display. In the Spectacular 300-booth Exhibit Hall, you'll discover the innovative products and services designed to increase the efficiency of your department . . . enhance your own capabilities . . . and help your publishing company grow and prosper in today's fast-changing business climate.

Whether your company publishes magazines, books, directories, newsletters, catalogs or corporate communications, you'll find The Folio:Show Exhibit Hall one of the best places to keep up with what's happening in publishing today.

Here's a list of the product categories you will find in the Exhibit Hall:

Advertising Lineage Tracking Services
Advertising Performance Studies
Advertising Specialties & Premiums
Book Bindery
Book Binding Materials
Book Manufacturers
Catalog Printers
Circulation Fulfillment
Collection Agencies
Color Separators
Commercial & Direct Mail Printers
Computer Data Processing Services/Systems
Computer Modeling
Computerized Publishing Management
Consultants
Cover Material Manufacturers
Desktop Publishing
Direct Mail Lettershops & Services
Direct Mail Promotion Services
Direct Response Postcard Printers
Directory Publishers
Electronic Separation Previewers
Envelope Manufacturers
Foil & Stamping Materials Manufacturers
Graphic Arts Preparation Process
International Distributors
Laminations
List Maintenance
Mailing List Brokers
Mailing List Compilers
Mailing List Managers
Manufacturers of Binders & Covers
National Distributors
Off-Press Color Proofing
Overnight Delivery Service
Paper Manufacturers
Paper Merchants
Pre-Press Color Proofing
Pre-Press Production Services
Publication Printers
Publishers
Publishers Representatives
Reader Service Fulfillment
Research Companies
Specialty Bindery
Specialty Printing
Subscription & Reader Services Card Printers
Telephone Marketing Services
Typesetting Equipment & Systems
Typographers

MEET WITH SUPPLIERS

The spectacular Folio:Show Exhibit Hall is publishing's marketplace. Here are the products, services and equipment you need to help you do your job better, and to help your company grow and prosper. It's one of the best places to learn what's happening in publishing today!

GAIN THE PROFESSIONAL EDGE AT 210 IN-DEPTH SEMINARS

You'll find sessions cover every aspect of publishing. New creative strategies. Innovative circulation methods. Economical ways to buy printing. Imaginative editorial concepts. Livelier designs. New production technologies. Better management techniques.

TAILOR YOUR OWN COURSE

OF STUDY. Create a curriculum to fit your own needs, your own experience level. You can register for up to 14 seminars. At each, you'll get practical, expert guidance you can use the day you get back to work.

GET ACQUAINTED WITH

YOUR FACULTY. They include some of the industry's most successful executives and most knowledgeable consultants. You'll find them open, friendly, easy to talk with. And they're delighted to share their knowledge with you.

GET ANSWERS TO MANAGEMENT'S SPECIAL PROBLEMS.

If you're a senior executive, take part in Senior Management Roundtables. Here's a rare chance to explore specific problems with your counterparts from other magazines all over the country.

ATTEND SEMINARS ON DIRECTORY, BOOK & NEWSLETTER PUBLISHING

A full program on how to expand and increase revenues of these important profit centers for many publishing companies.

MEET COLLEAGUES, FACULTY AND FRIENDS AT FOLIO: RECEPTIONS

They're held Tuesday and Wednesday evenings, from 6:00 to 7:30. Informal, and very friendly. Complimentary cocktail or soft drinks for Seminar attendees.

SAVE MONEY! REGISTER BEFORE APRIL 29

Take advantage of "early bird" rates and save 10%. See Rate Schedule on Registration form.

DON'T WAIT. AVOID SOLD-OUT SEMINARS

Each year many sessions are sold out early. Don't be disappointed. Register now. If your plans change, you can still cancel.

CONVENIENT PHONE REGISTRATION

Call **203-358-9900**. To save time, complete your Registration Form before you telephone, and have Credit Card information handy. AMEX, VISA and MasterCard are accepted.

FOLIO: AND PUBLISH! SUBSCRIPTIONS INCLUDED

A 3-month subscription to *Folio: The Magazine for Magazine Management* is included in your seminar registration fee. If you're already a Folio: subscriber, your present subscription will be extended by 3 months. Only one 3-month subscription or extension is allowed per registrant, however, regardless of the number of seminars you are taking.

If you register for one or more Desktop Publishing seminars you will also receive a 3-month subscription to *Publish!* magazine or a 3-month extension of your current subscription.

DON'T MISS THE DESKTOP PUBLISHING SUMMIT!

David Bunnell, Editor-in-Chief of *Publish!* magazine will lead a discussion of "How Desktop Publishing Will Affect The Publishing Business".

Among the panelists will be Jeff Mason, General Manager, Publishing Systems, IBM; Paul Brainerd, President, Aldus Systems; John Warnock, President, Adobe Systems.

Tuesday, May 24 in the Hilton's Grand Ballroom.

The Summit is **FREE** to all Desktop Seminar Registrants.

Complete Seminar Listing

This brochure contains descriptions of the seminars about desktop publishing technology. The following list has all the seminars being offered at FACE TO FACE, The Folio:Show/Spring. If you want us to send you a 56-page brochure with descriptions of all these seminars, please call Janet Baker at 203-358-9900.

Desktop Publishing

- P117** Introduction to Desktop Publishing, Part 1
- P118** Staffing in the Age of Desktop Publishing
- P217** Introduction to Desktop Publishing, Part 2
- P218** How to Successfully Train Your Staff to Use Desktop Publishing Systems
- P308** Linotronic User Group Roundtable
- P309** Desktop Publishing Cost/Benefit Analysis: Are You Really Going to Save Money & Why
- Desktop Publishing Summit Page 6**
- P520** PCs vs. Macintosh: How Do You Make the Choice?
- P521** Editorial Utilities for Magazines & Books
- P710** What's Going to Replace the Darkroom? All About Desktop Publishing Scanners
- P719** Publishing Directories from the Desktop
- P720** Magazines Get Graphic: Using Desktop Publishing for Layout & Design
- P820** Design & Technology: A Unified Approach to Working With Desktop Publishing
- P821** Achieving High-Quality Desktop Color
- P901** Drawing Tools for Graphic Design & Illustration
- P1017** Desktop Publishing: A Magazine Publisher's Perspective, Part 1
- P1018** Creating Marketing & Promotional Material with Desktop Publishing Technology
- P1019** Using Desktop Publishing Tools to Create Charts & Graphs
- P1117** Desktop Publishing: A Magazine Publisher's Perspective, Part 2
- P1118** Professional Desktop Publishing: Linking Desktop Tools to Professional Systems
- P1119** All About Typography on Your Macintosh or PC
- P1208** Desktop Publishing: A Magazine's Designer's Perspective, Part 3
- B1312** The Small Press Advantage: Publishing Books with Desktop Technology
- P1404** Newsletter Design & Makeovers for Desktop Publishers
- B1410** Using Desktop Publishing for Textbooks: From Concept to Camera-Ready

Management

- M101** Starting a New Magazine, Part 1
- M102** Managing Your Business & Trade Magazine for Growth & Profit, Part 1
- M103** Planning Your Publishing Strategy: A Computer Modeling Workshop
- M201** Starting a New Magazine, Part 2
- M202** Managing Your Business & Trade Magazine for Growth & Profit, Part 2
- M203** What's That Magazine Worth?
- M401** Strategic Planning for Consumer & Special-Interest Magazines, Part 1
- M402** Accounting for Magazine Publishing, Part 1
- P403** Newsletter Publishing: The Keys to Success
- M501** Strategic Planning for Consumer & Special-Interest Magazines, Part 2
- M502** Accounting for Magazine Publishing, Part 2
- M503** Doing Business in Europe: An Insider's View
- M601** Competitive Dynamics of Magazine Publishing
- M701** Magazine Mergers & Acquisitions: How the Game is Played, Part 1
- M702** Analyzing Your Magazine's Covers
- M703** Developing A Computer System for Magazines
- M801** Magazine Mergers & Acquisitions: How the Game is Played, Part 2
- M802** Launching a Magazine on an Entrepreneurial Budget
- P803** Being a Leader: Secrets to Success
- P902** Communicating with Others: Essentials for Success
- M1001** Profitable Publishing for Association Publishers, Part 1
- M1002** Everything Publishers Should Know About Circulation
- P1003** Communicating to Win
- M1101** Profitable Publishing for Association Publishers, Part 2
- M1103** Effective Public Relations for Magazines
- P1202** The First-Time Manager: Finding Success in Transition
- M1301** Managing Your Small- to Medium-Size Magazine, Part 1
- M1302** Ride-alongs: Tapping into an Untapped Revenue Source

- M1401** Managing Your Small- to Medium-Size Magazine, Part 2
- P1402** Using Performance Appraisals to Build a Super Staff
- M1406** Production for Non-Production Person, or What Your Production Mgr. Doesn't Have Time to Teach You.

Ad Sales/Marketing

- M104** The Basics of Selling Magazine Advertising, Part 1
- M105** Successful Ad Marketing Strategies: Planning for Growth, Part 1
- M106** Writing & Designing Powerful Sales Promotion Material
- M204** The Basics of Selling Magazine Advertising, Part 2
- M205** Successful Ad Marketing Strategies: Planning for Growth, Part 2
- M206** Beyond Direct Mail: Creative Sales Promotion Strategies
- M404** How the Magazine Pros Sell Advertising: Preparation
- M405** Managing a Target Account Program
- M406** Developing Effective Media Kits to Support Your Ad Sales Efforts
- M504** How the Magazine Pros Sell Advertising: Overcoming Objections
- M505** Selling National Advertising in a Regional Magazine
- M506** Creative Ad Rate Management: Using Your Rates as a Marketing Tool
- M602** How the Magazine Pros Sell Advertising: The Close
- M704** How to Sell More Advertising Pages Than You Ever Thought Possible, Part 1
- M705** How to Sell Advertising by Telephone
- M706** Sharpening Your Sales Presentation Skills
- M804** How to Sell More Advertising Pages Than You Ever Thought Possible, Part 2
- M805** Coaching & Motivating Your Ad Sales Staff for Increased Sales
- M806** Using Special Advertising Supplements to Build New Markets
- M903** Selling & Servicing Direct Response Advertising
- M1004** How to Write Successful Ad Sales Letters
- M1005** Developing & Inspiring Your Ad Sales Team
- M1006** Building the Sale
- M1104** Merchandising: Using It to Create Big Schedules
- M1106** Ad Sales Budgeting: Building Reality Into Your Numbers
- M1209** How to Get More Sales from Every Salesperson
- M1303** Ad Sales Psychology: You & Your Prospects
- M1304** Maximizing Your Ad Sales Resources
- M1412** Using Controlled Circulation to Increase Your Ad Pages

Editorial

- M107** Successful Editorial Research: Knowing Your Readers, Part 1
- M108** Adding Life & Sparkle to Your Magazine Writing
- M207** Successful Editorial Research: Knowing Your Readers, Part 2
- M208** Writing Headlines, Captions & Blurbs That Get Attention
- M303** Developing the Editorial Plan for Your New Magazine
- M407** Magazine Writing: Sharpening Your Writing Skills
- M408** Managing Your Editorial Copy Flow
- M507** Magazine Writing Workshop
- M508** Managing Editorial Productivity
- M603** Magazine Copyright: What You Need to Know
- M707** Improving Your Magazine Editing Skills
- P708** The Art of Interviewing
- M807** Magazine Editing Workshop
- P808** Using Freelancers More Effectively
- M1007** Improving Your Magazine: The Editorial & Design Relationship
- M1008** Managing the Rewrite Process, Part 1: Deploying Your Resources
- M1107** Editorial Positioning: How to Sharpen Your Magazine's Editorial Identity
- M1108** Managing the Rewrite Process, Part 2: Techniques of the Artful Rewrite
- M1204** Editing & Writing for the Business Audience
- M1305** Digging Out the Story: Turning Financial Information Into News, Part 1
- M1306** Dynamic Service Journalism: Making Your Service Articles Great
- M1405** Digging Out the Story: Turning Financial Information Into News, Part 2

Production

- M109** The Basics of Magazine Production, Part 1
- M209** The Basics of Magazine Production, Part 2
- P409** Getting the Best Four-Color Reproduction: The Separations, Part 1
- M410** Magazine Printing: What Goes Wrong & What You Can Do About It
- P509** Getting the Best Four-Color Reproduction: The Separations, Part 2
- M510** Solving the Imposition Puzzle
- M810** Selecting the Right Printer: From Soliciting Bids to Signing a Contract
- M1009** Quality in Specifications & Processes: An Advanced Seminar
- P1010** Network Publishing Strategies
- M1109** Quality on Press: An Advanced Seminar
- M1307** Trends in Magazine Production: New Opportunities, Part 1
- M1308** Developing Effective Production Budgets: The Key to Reducing Costs
- M1407** Trends in Magazine Production: New Opportunities, Part 2

Design

- M110** Dynamic Magazine Design: Step by Step
- M210** Designing Charts & Diagrams
- M211** Editorial Trends in Visual Presentation
- M304** Graphic Problem-Solving: How to Generate New Information Graphic Ideas
- M411** How to Use Pictures More Intelligently
- M511** Magazine Design & a New Dimension
- M512** Design Troubleshooting: Fresh Solutions to Timeworn Problems
- M711** Creative Magazine Design: Beyond the Basics, Part 1
- M811** Creative Magazine Design: Beyond the Basics, Part 2
- M1011** Designing Effective Feature & Department Pages
- M1110** Designing the Non-Newsstand Magazine Cover
- P1309** Using Typography With Flair & How to Spec It
- P1408** Creating an Attractive Publication on a Limited Budget

Circulation

- M111** Developing Effective Billing & Collection Strategies
- M112** The Basics of Magazine Circulation, Part 1
- M113** Using Direct Response TV to Boost Circulation, Part 1
- M119** Managing Your Non-Paid Circulation Magazine
- M212** The Basics of Magazine Circulation, Part 2
- M213** Using Direct Response TV to Boost Circulation, Part 2
- M305** Everything You Need to Know About Audits & Publisher's Statements
- M412** The Basics of Single-Copy Sales
- M413** Creating Magazine Subscription Packages That Get Results, Part 1
- M414** How, Why & What to Test for Subscription Promotion
- M513** Creating Magazine Subscription Packages That Get Results, Part 2
- M514** Developing Your Strategy for Magazine Single-Copy Sales
- P515** Newsletter Circulation: Writing & Designing the Breakthrough Direct-Mail Package
- M712** Strategies & Tactics for Magazine Subscription Renewals, Part 1
- M713** Fulfillment: Getting the Information You Need
- M812** Strategies & Tactics for Magazine Subscription Renewals, Part 2
- M813** Creative Circulation Marketing: What's New, What's Hot, What's Working, What's Not
- M905** The Basics of Magazine Circulation Direct Marketing
- M1012** Advanced Circulation Copywriting & Design
- M1013** Face to Face with the Wholesalers: An Open Forum
- M1111** Analyzing Your Circulation Mix
- M1112** Advanced Circulation Copywriting & Design Workshop
- P1205** Successful Mailing List Strategies
- M1310** Sharpening Your Existing Subscription Promotion
- M1313** Qualification & Requalification Strategies for Non-Paid Magazines
- M1409** Converting Your Free Circulation Magazine to Paid
- M1412** Using Controlled Circulation to Increase Your Ad Pages

Directory Publishing

- D516** How to Sell More Advertising Into Your Directory
- D715** Effective Directory Management, Part 1
- D815** Effective Directory Management, Part 2

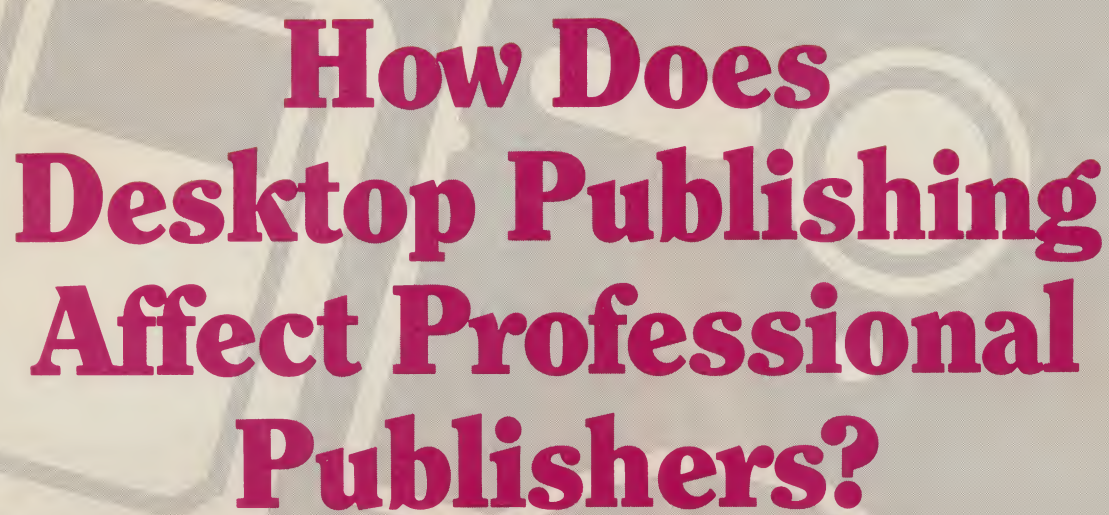
- D1014** Directory Circulation & Fulfillment Strategies, Part 1
- D1113** Starting a New Directory: Guidelines for Success
- D1114** Directory Circulation & Fulfillment Strategies, Part 2
- D1311** Directory Publishing Technology: The Basics & Beyond, Part 1
- D1411** Directory Publishing Technology: The Basics & Beyond, Part 2

Book Publishing

- B114** The Basics of Book Marketing: From Planning Through Execution, Part 1
- B115** Managing Book Production & Manufacturing: A Basic Course, Part 1
- B116** Financial Management for Book Publishers
- B214** The Basics of Book Marketing: From Planning Through Execution, Part 2
- B215** Managing Book Production & Manufacturing: A Basic Course, Part 2
- B216** Successful Trade Book Design
- B306** Opportunities in International Book Sales & Rights
- B307** Trends in Book Production & Manufacturing Roundtable
- B415** Pre-Publication Book Marketing for Faster Payoffs
- B416** International Networking: Is it the Future for Book Publishers?
- B417** New Title Acquisition: Strategies for the Trade Book Editor
- B418** Controlling Book Production & Manufacturing Costs
- B517** Book Publishing in the Third World
- B518** Financial Strategies for Small Book Publishers
- B519** Successful Marketing of Scholarly & Similar Specialized Books
- B605** Making Book Packaging Work for You
- B606** Small Book Publishers' Opportunities & Problems Roundtable
- B716** Marketing Books by Telephone
- B717** Fundamentals of Mail Order Book Sales, Part 1
- B718** Developing Effective Book Publisher/Printer Communications, Part 1
- B816** Controlling Your Destiny Through Simplified Strategic Planning
- B817** Fundamentals of Mail Order Book Sales, Part 2
- B818** Developing Effective Book Publisher/Printer Communications, Part 2
- B819** Penetrating the Lucrative Library Market
- P907** How to Write News Releases, Pitch Letters, Backgrounders & Press Kits
- B1015** Planning, Writing & Designing Direct Mail Book Promotion That Sells, Part 1
- B1016** Negotiating a Successful Book Author's Contract: A Workshop for Book Publishers, Agents & Editors
- B1115** Planning, Writing & Designing Direct Mail Book Promotion That Sells, Part 2
- B1116** How to Work With Problem Authors
- B1312** The Small Press Advantage: Publishing Books with Desktop Technology
- B1410** Using Desktop Publishing for Textbooks: From Concept to Camera-Ready

Senior Management Roundtables

- M301** Managing Your Magazine Advertising Promotion Department Roundtable
- M302** Managing Magazine Production Costs Roundtable
- B307** Trends in Book Production & Manufacturing Roundtable
- P308** Linotronic User Group Roundtable
- M604** Subscription Renewal Strategies Roundtable
- B606** Small Book Publishers' Opportunities & Problems Roundtable
- P607** Aldus Pagemaker on the Mac User Group Roundtable
- P608** ReadySetGo User Group Roundtable
- M904** Editorial Management for Consumer & Special-Interest Magazines Roundtable
- D906** Directory Opportunities Roundtable
- P908** Ventura Publisher User Group Roundtable
- P909** Quark Xpress User Group Roundtable
- M1201** Special Problems & Opportunities in Publishing City & Regional Magazines Roundtable
- M1203** Magazine Advertising Sales Promotion & Presentations Roundtable
- P1206** Aldus Pagemaker on PCs User Group Roundtable
- P1207** Adobe Illustrator User Group Roundtable



How Does Desktop Publishing Affect Professional Publishers?

A look at the present
and the future of
Desktop Publishing and
the Publishing Business

**TUESDAY, MAY 24
9:30 AM,
GRAND BALLROOM
THE NEW YORK HILTON**

Moderated by:

David Bunnell, Editor-in-Chief, *Publish!*

With a panel of desktop publishing's most
illustrious, minds, including:

Jeff Mason, General Manager,
Publishing Systems, IBM

Paul Brainerd, President, Aldus
Systems, Inc.

John Warnock, President, Adobe
Systems, Inc.

**Admission is free for all
Desktop Publishing
Seminar registrants.**

User Group Roundtables

Desktop Publishing User Group Roundtables

FACE to FACE is offering, for the first time, advanced User Group Roundtables throughout the conference. User Group Roundtables will give desktop publishing software users an opportunity to share horror stories and solutions in the roundtable format.

Like other FACE to FACE roundtables, User Group Roundtables provide you with a chance to roll up your sleeves and, with your publishing counterparts, attack many of the critical problems you face. Share information with your publishing peers—people who are unbiased about the desktop publishing products they use, and have practical, real-world knowledge.

You'll have the opportunity to learn new techniques . . . be exposed to new ways of approaching recurring problems . . . gain important knowledge you can put to work right away.

User Group Rules

Every participant contributes. Your responsibility: To participate *actively* in the session. In short—*to be involved*. You have the opportunity to both ask questions and offer solutions!

Each session is limited to 30 senior executives and seasoned professionals.

Every participant must be actively engaged in the subject area under discussion.

No tape recordings or "outsiders" permitted. You are responsible for respecting the confidential nature of the answers you receive, just as you expect from your fellow professionals.

MONDAY

P 308 4-6:15 PM **NEW!**

Linotronic User Group Roundtable

Moderator: Frank Lee, President, MacTypeNet & Desktop Publishing Solutions

Who Should Attend: Linotronic users

TUESDAY

P 607 4-6:15 PM **NEW!**

Aldus Pagemaker on the Mac User Group Roundtable

Moderator: Diane Burns, President, TechArt, Inc.

Who Should Attend: Pagemaker users who use Macintosh computers

P 608 4-6:15 PM **NEW!**

ReadySetGo User Group Roundtable

Moderator: Janet Waegel, Art Director, Roger Black Inc.

Who Should Attend: ReadySetGo users

WEDNESDAY

P 908 4-6:15 PM **NEW!**

Ventura Publisher User Group Roundtable

Moderators: Stephen Luciani, Technical Art Director, Newsweek; Richard Jantz, Contributing Editor, Publish!, and Author, Ventura Publisher for the IBM PC: Mastering Desktop Publishing

Who Should Attend: Ventura Publisher users

P 909 4-6:15 PM **NEW!**

Quark Xpress User Group Roundtable

Moderator: Jeff Hixson, Manager, Operations and Product Development, Eco Systems; and Manager of Electronic Page Layout, Gips & Balkind Associates/The GBA Group

Who Should Attend: Quark Xpress users

THURSDAY

P 1206 4-6:15 PM **NEW!**

Aldus Pagemaker on the PC User Group Roundtable

Moderator: Tony Bove and Cheryl Rhodes, Coeditors, Desktop Publishing: Bove and Rhodes' Inside Report

Who Should Attend: Pagemaker users who use PCs

P 1207 4-6:15 PM **NEW!**

Adobe Illustrator User Group Roundtable

Moderator: Michael Renner, Senior Designer, Access Press

Who Should Attend: Adobe Illustrator users



Desktop Publishing

MONDAY

9-11:30

P 117 9-11:30 AM

Introduction to Desktop Publishing, Part 1

Explore why desktop publishing is a favored technology among some magazine, book, newsletter and directory publishers. Discover how the merging of personal computers and laser printing has resulted in an effective new approach to in-house typesetting. You will examine photo-typesetting output devices, non-silver typographic output devices, input devices and systems, coding and the human interface, links to word processing, memory systems, computers (micro, mini and mainframe), graphics, networking and systems integration. This basic session will prepare you for the more specialized desktop publishing seminars offered at this conference.

Note: Separate seminar fee required for Part 2.

Faculty: Frank Romano, President, Graphic Arts Marketing Associates

P 118 4-6:15 PM

NEW!

Staffing in the Age of Desktop Publishing

Are writers becoming designers? Should copy editors set type? Has the layout artist gone the way of the dinosaur? Desktop publishing technology presents

a challenge—and a threat—to classic role definitions among the staff of any size publication. Using *Publish!* magazine as a case study, Susan Gubernat will examine how to reorganize and motivate a staff while you convert a conventional system to desktop publishing.

Faculty: Susan Gubernat, Editor, Publish!

1-3:30

P 217 1-3:30 PM

Introduction to Desktop Publishing, Part 2

In the second half of this two-part seminar, you will examine the specific hardware and software choices available for desktop publishing, and discuss possible products for your applications. You will review Macintosh, IBM PC and other approaches, as well as traditional typesetting approaches. Software for typesetting and page composition will be reviewed, plus categorizing all programs as advanced word processing programs, typesetting emulation programs, interactive page assembly programs, code-based text programs, and more.

Note: You must register for seminar P117 to participate in seminar P217. Separate seminar fee required for Part 1.

Faculty: Frank Romano, President, Graphic Arts Marketing Associates

P 218 1-3:30 PM

NEW!

How to Successfully Train Your Staff to Use Desktop Publishing Systems

Technology is not the key to productive, cost-effective desktop publishing—people are. Proper user training and support is a vital aspect to any successful desktop publishing operation. Although outside trainers and industry consultants are often integral to the planning and start-up of a company's training operation, they cannot offer the type of consistent, ongoing support available from an in-house training team. In this seminar, you will explore how to plan, develop and maintain an in-house desktop publishing training department. Barbara Hawkins, who educates desktop users for Electronic Directions, will show you how to create and run a training program that fulfills your and your staff's real needs. Topics to be covered include working with outside sources; selecting and educating a training team; developing and providing a company-wide training program; and providing long-term support and up-dates.

Faculty: Barbara Hawkins, Director, Electronic Directions

4-6:15

P 308 4-6:15 PM

NEW!

Linotronic User Group Roundtable

Moderator: Frank Lee, President, MacTypeNet & Desktop Publishing Solutions

Who Should Attend: Linotronic users

P 309 4-6:15 PM **NEW!**

Desktop Publishing Cost/Benefit Analysis: Are You Really Going to Save Money & Why

Whether your publishing organization is large or small, one of the most difficult things to assess in deciding to institute desktop publishing systems is cost versus the potential benefits. In this seminar, Frank Romano will provide detailed information on how to perform a cost-benefit analysis of publication production using desktop technology versus traditional or purchased services. Various alternatives involving hardware and software considerations will be analyzed so as to provide a base of knowledge for cost comparison purposes.

Faculty: Frank Romano, President, Graphic Arts Marketing Associates

TUESDAY

9-11:30

Desktop Publishing Summit

See description on page 6.

1-3:30

P 520 1-3:30 PM **NEW!**

PCs vs. Macintosh: How Do You Make the Choice?

You will examine, in depth, the differences and similarities, between Macintosh and IBM PC or compatibles for publishing. You will review a detailed hardware cost/performance analysis; analyze Macintosh and PC connectivity; and compare popular page layout software for each system. Demonstrations and discussion will include Pagemaker and Ventura Publisher on PCs; and Pagemaker, Quark Xpress and ReadySetGo4 on the Macintosh. This seminar will enhance your understanding of the benefits and drawbacks of each system. This will prove to be valuable information, whether you are making your decision now, or sometime in the future.

Faculty: Diane Burns, President, TechArt, Inc.

P 521 1-3:30 PM **NEW!**

Editorial Utilities for Magazines & Books

Now that word processing has made electronic manuscript the norm for many magazine and book publishers, a whole new world of computerized editing tools is emerging. Editorial utilities start with simple programs like spelling dictionaries that catch misspelled words and extend to complex readability analyzers, grammar and style checkers, and on-line research libraries that can be called up with a single keystroke. In this seminar, Jack Powers, founder of the Graphics Research Laboratory and author of six books on computers and print, will take you through the fascinating world of enhanced text processing packages. You'll see just what your computers can do, what they can't do, and what they shouldn't be allowed to do.

Faculty: Jack Powers, President, Interactive Features Inc.

4-6:15

P 607 4-6:15 PM **NEW!**

Aldus Pagemaker on the Mac User Group Roundtable

Moderator: Diane Burns, President, TechArt, Inc.

Who Should Attend: Pagemaker users who use Macintosh computers

P 608 4-6:15 PM **NEW!**

ReadySetGo User Group Roundtable

Moderator: Janet Waegel, Art Director, Roger Black Inc.

Who Should Attend: ReadySetGo users

WEDNESDAY

9-11:30

P 710 9-11:30 AM **NEW!**

What's Going to Replace the Darkroom? All About Desktop Publishing Scanners

Current inexpensive desktop scanning technology may not produce the kind of images high-quality publications desire. However, more and more publishers are using desktop scanners to capture images. In this seminar, you will examine how you can use the current scanners to enhance your graphics. Discover the various software available, and what features each has to offer; examine ways you can manipulate scanned images; how to store, retrieve and put images in file; how to output and proof your images; and what kind of results you can expect. Join key designers and manufacturers in a lively debate over the current technology and what's coming ahead.

Faculty: Tom Weisz, President, Weisz + Yang, Inc.; and a panel consisting of graphic designers and scanner manufacturers

P 719 9-11:30 AM **NEW!**

Publishing Directories from the Desktop

While production, typesetting and paste-up of a business directory was once anyone's nightmare, now you can use the power of personal computers to produce many types of directories with relative ease. In this seminar, directory publishing entrepreneur Rick Altman will show you how both small, local directories and large, regional business directories can use desktop publishing tools to increase efficiency and flexibility. You will explore how to create promotional material that complements your directory; how to produce ads; generate listings; and lay out your directory. In addition, examine your options concerning type quality; choosing hardware and software; networking and data exchange; and illustration and design for those with two left thumbs.

Faculty: Rick Altman, President, Letter Perfect

P 720 9-11:30 AM **NEW!**

Magazine's Get Graphic: Using Desktop Publishing for Layout & Design

In this seminar, you will discover how desktop publishing tools will, in many cases, alter the way magazines are designed. Jeff Hixson, manager of electronic page layout for Gips & Balkind & Associates/The GBA Group (Grand Prize Winner of *Publish!*'s first Desktop Design Awards), will explore how you can develop a fresh approach to designing your publication. Analyze the need to think in a "linear" progression. See a desktop magazine design develop, as Hixson guides a member of the audience through the design process from rough to mechanical. *Faculty:* Jeff Hixson, Manager of Electronic Page Layout, Gips & Balkind & Associates/The GBA Group; and Manager of Operations & Product Development, Eco Systems

1-3:30

P 820 1-3:30 PM **NEW!**

Design & Technology: A Unified Approach to Working with Desktop Publishing

Desktop publishing systems are often chosen or used without a knowledge of design. Publication designs are often created and produced without a knowledge of available desktop technology. In this seminar, Society of Publication Designers award-winning designer Ronn Campisi, and design technology consultant Wendy Richmond, will explore the evolving relationship between design and desktop technology. Using a case-study approach, Campisi will analyze a publication from the design perspective, and how desktop publishing can be used to achieve design goals. Richmond, who advises publishers about new design and production technology, will evaluate the same publication's technological needs and determine a strategy for the purchase or use of desktop publishing components and services.

Faculty: Ronn Campisi, Principal, Ronn Campisi Design, and former Art Director of Boston Magazine and the Boston Globe;

Wendy Richmond, Principal, W. Richmond & Company, and "Design Technology" Columnist, Communication Arts

P 821 1-3:30 PM **NEW!**

Achieving High-Quality Desktop Color

Achieving high quality desktop publishing color separations requires a mastery of color selection because "what you see isn't always what you get." If you can master control over color, however, you can save a considerable amount of money. In this seminar, you will examine what you need to know in matching color for tint boxes, screen tints, color text, and more. Examine how to integrate color into your desktop publishing application. Demonstrations using Adobe Illustrator 88, Aldus Freehand, Quark Xpress 2.0 and Pagemaker 3.0 will be presented to explore how you can get the desired results at your prepress facility.

Faculty: Barry Rickert, President, and Jeff Weir, Art Director, People's Publishing

4-6:15

P 901 4-6:15 PM **NEW!**

Drawing Tools for Graphic Design & Illustration

In this seminar, you will examine the design, illustration and drawing tools currently available, and gain an overview of what it's like to work with each type. Each manufacturer will claim that their particular software package will "do it all" and then balance your checkbook. This is, in fact, not possible at any cost. Explore the fundamental similarities and differences between computer graphic software systems and determine which type is best for you or your studio. You will review which applications can and cannot be used with particular systems, and examine a wide variety of examples of each. In addition, you will discuss the fundamentals of integrating electronic paint and scanned images, along with issues of peripheral hardware options that you will need to achieve the desired results with these software packages.

Faculty: Alyce Kaypro, President, The New Studio

P 908 4-6:15 PM **NEW!**

Ventura Publisher User Group Roundtable

Moderators: Stephen Luciani, Technical Art Director, Newsweek; Richard Jantz, Contributing Editor, Publish!, and Author, Ventura Publisher for the IBM PC: Mastering Desktop Publishing

Who Should Attend: Ventura Publisher users

P 909 4-6:15 PM **NEW!**

Quark Xpress User Group Roundtable

Moderator: Jeff Hixson, Manager, Operations and Product Development, Eco Systems; and Manager of Electronic Page Layout, Gips & Balkind Associates/The GBA Group

Who Should Attend: Quark Xpress users

THURSDAY

9-11:30

P 1017 9-11:30 AM **NEW!**

Desktop Publishing: A Magazine Publisher's Perspective, Part 1

Bob Rogers, publisher of *Yacht Vacations* magazine (formerly CHARTERING), will chronicle the conversion of his magazine from a traditional prepress production operation to full-page composition using a network of Macintosh personal computers. In this seminar, you will explore how one magazine has actually applied desktop publishing techniques to its editorial pages and ad production, as well as producing media kits and promotional materials. Also included will be a cost-analysis covering both direct typesetting charges and staff expenses before and after the conversion.

Note: Separate seminar fees required for Parts 2 and 3.

Faculty: Robert H. Rogers, Publisher, Yacht Vacations

P1018 9-11:30 AM **NEW!**

Creating Marketing & Promotional Material with Desktop Publishing Technology

Magazine and book publishers create can timely, yet inexpensive marketing and promotional materials using desktop tools. In this seminar, Tom Weisz of Weisz + Yang, which was a *Publish!* Desktop Design Award winner for its Image Studio brochure, and a panel of graphic designers show you how you can create high-quality, desktop-produced marketing and promotion materials. You will examine pieces created with Pagemaker, ReadySetGo4, Adobe Illustrator and Quark Xpress.

Faculty: Tom Weisz, President, Weisz + Yang; Suzanne Watzman, Chairman, Watzman + Keyes Information Design; Toni Hollander, Senior Partner, The Design Works

P1019 9-11:30 AM **NEW!**

Using Desktop Publishing Tools to Create Charts & Graphs

Explore the many ways to convert text data into camera-ready charts, diagrams, maps and related copy using desktop publishing tools. Discover conversion techniques you can use to create charts from database formats, like Helix, or spreadsheet formats, like Excel. Pulitzer Prize winner Gary Cosimini, senior art director at *The New York Times*, will guide you through a series of demonstrations using graphics programs like Cricket Graph, Microsoft Word, Visions, Macdraw, and others. And you will learn the value of Postscript in reproduction arts, and how you can use it to exert greater control over your final output.

Faculty: Gary Cosimini, Senior Art Director, *The New York Times*

1-3:30

P1117 1-3:30 PM **NEW!**

Desktop Publishing: A Magazine Publisher's Perspective, Part 2

Continue to explore the reality of desktop publishing in a magazine environment with Craig Goldwyn, publisher of *International Wine Review*, in the second part of this unique three-part case study. Goldwyn,

whose *International Wine Review* is among the first magazines published in a Macintosh environment, will share the successes and failures of his four years using desktop technology. Plus, you will explore how you can go beyond page makeup and use desktop tools for advertising, editorial, financial management, circulation, fulfillment and promotion. Discover many of the benefits as well as pitfalls from Craig Goldwyn, desktop publishing pioneer.

Note: Separate seminar fees required for Parts 1 and 3.

Faculty: Craig Goldwyn, Publisher, *International Wine Review*

P1118 1-3:30 PM **NEW!**

Professional Desktop Publishing: Linking Desktop Publishing Tools to Professional Systems

The tools of desktop publishing—PC-based page layout software, charting and graphing programs, desktop color separation and picture scanning—are not powerful enough for most publishers. But they can be linked into powerful typesetting, laser imaging and pagination systems that most magazine publishers use. In this seminar, international publishing technologist Jack Powers will describe the many ways you can network desktop systems into professional publishing environments. You'll find out how to buy repro by the yard from laser typesetting companies, how to transmit and receive text and images from your editorial network, and how to use the desktop drawing and charting systems to enhance your publication's graphic effectiveness.

Faculty: Jack Powers, President, Interactive Features Inc.

P1119 1-3:30 PM **NEW!**

All About Typography on Your Macintosh or PC

Choosing type is one of the more important decisions a designer makes about his or her publication. While the variety of laser-printed typefaces still can't match the traditional typefaces available to designers, they are growing in number. In this session, you will focus on how to exercise the typographic control that desktop publishing technology gives you. You will

explore how desktop publishing has changed many of the rules of typesetting—for better and for worse; the capabilities and limitations of desktop typography; how to evaluate different desktop typesetting and page composition systems; why easy-to-use programs don't always create good-looking type; how typography and page design are inextricably linked; and what you need to know to produce handsome type with a personal computer. *Faculty:* Jim Felici, Managing Editor, *Publish!*

4-6:15

P1206 4-6:15 PM **NEW!**

Aldus Pagemaker on the PC User Group Roundtable

Moderator: Tony Bove and Cheryl Rhodes, Coeditors, *Desktop Publishing: Bove and Rhodes' Inside Report*
Who Should Attend: Pagemaker users who use PCs

P1207 4-6:15 PM **NEW!**

Adobe Illustrator User Group Roundtable

Moderator: Michael Renner, Senior Designer, Access Press
Who Should Attend: Adobe Illustrator users

P1208 4-6:15 PM **NEW!**

Desktop Publishing: A Magazine Designer's Perspective, Part 3

The production demands of weekly and monthly magazines force you to solve problems of not enough time, people or money to accomplish your design goals. Desktop publishing offers the promise of a technological fix for these perennial problems. You imagine the possibilities, and grapple with the realities of crashing disks and programs that tantalize but don't quite deliver what you need. How can designers benefit from desktop systems? In the final part of this three-part seminar, Margery Cantor, associate art director of *Trips*, and Arthur Eves, graphics director at *BusinessWeek*, will examine the realities of desktop publishing for designers. Cantor, who designs *Trips* utilizing desktop tools, and Eves, who is in the

process of shifting his graphic production from a mechanical process to an electronic one, will share many of the problems they have encountered and how they have resolved them. Discover how prominent designers are selecting and using systems to enhance their effectiveness in this thought-provoking seminar.

Note: Separate seminar fees required for Parts 1 and 2.

Faculty: Margery Cantor, Associate Art Director, Trips; Arthur Eves, Graphics Director, BusinessWeek

and expenses; reduce errors in text; simplify comparison of design options; facilitate last-minute corrections; speed up production; and *greatly* reduce costs. A successful book publisher will explain which hardware and software options are best suited for your book publishing purpose. And you will explore how to use desktop tools for computerized order entry and mail-order management, and promotion and marketing.

Faculty: Tony Bove and Cheryl Rhodes, Coauthors, The Art of Desktop Publishing

Communications, will introduce you to successful desktop newsletter layout and typography, and will demonstrate specific solutions to common design problems. You will examine a series of page makeovers and discuss by principle and practical example the characteristics that make a design effective or ineffective.

Faculty: John McWade, President, PageLab

FRIDAY

9-11:30

B 1312 9-11:30 AM

NEW!

The Small Press Advantage: Publishing Books with Desktop Technology

Explore the advantages of using personal computers, laser printers and compatible typesetting machines to produce books. Learn how to minimize keyboarding time

1-3:30

P 1404 1-3:30 PM

NEW!

Newsletter Design & Makeovers for Desktop Publishers

Newsletter design is a difficult, underrated art. Articles of unpredictable length, graphics of irregular quality, extremely confined space and rudimentary printing, all conspire against the designer trying to produce a cohesive and polished piece. John McWade, who created both of Aldus Corporation's template packages, Designs for Newsletters and Designs for Business

B 1410 1-3:30 PM

NEW!

Using Desktop Publishing for Textbooks: From Concept to Camera-Ready

Examine money-saving procedures using desktop publishing tools for writing, editing, design, production and managing school textbooks and ancillary materials. In this seminar, you will explore the pros and cons of automating creative work; review the conventional textbook processing for production and how electronic processing differs; explore electronic page design and layout; and how to go from the composition to camera-ready stage. Finally, analyze the costs and benefits of desktop publishing versus the conventional approach.

Faculty: Armond J. Irwin, President, and Herman J. Williams, Vice President, Publication Systems Associates, Inc.

DESKTOP PUBLISHING SEMINAR FACULTY

Faculty members for the desktop publishing seminars have been carefully selected for their publishing expertise and years of experience.

RICK ALTMAN, President, Letter Perfect

TONY BOVE, Coeditor, Desktop Publishing: Bove and Rhodes' Inside Print Report

PAUL BRAINERD, President, Aldus Systems, Inc.

DAVID BUNNELL, Editor-in-Chief, Publish!

DIANE BURNS, President, TechArt, Inc.

RONN CAMPISI, Principal, Ronn Campisi Design

MARGERY CANTOR, Associate Art Director, Trips

GARY COSIMINI, Senior Art Director, The New York Times

ARTHUR EVES, Graphics Director, Business Week

JIM FELICI, Managing Editor, Publish!

CRAIG GOLDWYN, Publisher, International Wine Review

SUSAN GUBERNAT, Editor, Publish!

BARBARA HAWKINS, Director, Electronic Directions

JEFF HIXSON, Manager of Electronic Page Layout, Gips & Balkind & Associates/The GBA Group; and Manager of Operations & Product Development, Eco Systems

TONI HOLLANDER, Senior Partner, The Design Works

ARMOND IRWIN, President, Publication Systems Associates, Inc.

RICHARD JANTZ, Contributing Editor, Publish!

ALYCE KAYPROW, President, The New Studio

FRANK LEE, President, MacTypeNet & Desktop Publishing Solutions

STEPHEN LUCIANI, Art Technology Director, Newsweek

JEFF MASON, General Manager, Publishing Systems, IBM

JOHN MCWADE, President, PageLab

JACK POWERS, President, Interactive Features, Inc.

MICHAEL RENNER, Senior Designer, Access Press

CHERYL RHODES, Coeditor, Desktop Publishing: Bove and Rhodes' Inside Print

WENDY RICHMOND, Principal, W. Richmond & Company

BARRY RICKERT, President, People's Publishing

ROBERT H. ROGERS, Publisher, Yacht Vacations

FRANK ROMANO, President, Graphic Arts Marketing Associates

JANET WAEGEL, Art Director, Roger Black Inc.

JOHN WARNOCK, President, Adobe Systems, Inc.

JEFF WEIR, Art Director, People's Publishing

SUZANNE WATZMAN, Chairman, Watzman + Keyes Information Design

TOM WEISZ, President, Weisz + Yang, Inc.

HERMAN WILLIAMS, Vice President, Publication Systems Associates, Inc.

Desktop Seminars by Time

MONDAY

9-11:30 AM

- P117** Introduction to Desktop Publishing, Part 1
P118 Staffing in the Age of Desktop Publishing
-

1-3:30 PM

- P217** Introduction to Desktop Publishing, Part 2
P218 How to Successfully Train Your Staff to Use Desktop Publishing Systems
-

4-6:15 PM

- P308** Linotronic User Group Roundtable
P309 Desktop Publishing Cost/Benefit Analysis: Are You Really Going to Save Money & Why
-

TUESDAY

9-11:30 AM

Desktop Publishing Summit

1-3:30 PM

- P520** PCs vs. Macintosh: How Do You Make the Choice?
P521 Editorial Utilities for Magazines & Books
-

4-6:15 PM

- P607** Aldus Pagemaker on the Mac User Group Roundtable
P608 ReadySetGo User Group Roundtable
-

WEDNESDAY

9-11:30 AM

- P710** What's Going to Replace the Darkroom? All About Desktop Publishing Scanners
P719 Publishing Directories from the Desktop
P720 Magazines Get Graphic: Using Desktop Publishing for Layout & Design
-

1-3:30 PM

- P820** Design & Technology: A Unified Approach to Working with Desktop Publishing
P821 Achieving High-Quality Desktop Color
-

4-6:15 PM

- P901** Drawing Tools for Graphic Design & Illustration
P908 Ventura Publisher User Group Roundtable
P909 Quark Xpress User Group Roundtable
-

THURSDAY

9-11:30 AM

- P1017** Desktop Publishing: A Magazine Publisher's Perspective, Part 1
P1018 Creating Marketing & Promotional Material with Desktop Publishing Technology
P1019 Using Desktop Publishing Tools to Create Charts & Graphs
-

1-3:30 PM

- P1117** Desktop Publishing: A Magazine Publisher's Perspective, Part 2
P1118 Professional Desktop Publishing: Linking Desktop Publishing Tools to Professional Systems
P1119 All About Typography on Your Macintosh or PC
-

4-6:15 PM

- P1206** Aldus Pagemaker on PCs User Group Roundtable
P1207 Adobe Illustrator User Group Roundtable
P1208 Desktop Publishing: A Magazine Designer's Perspective, Part 3
-

FRIDAY

9-11:30 AM

- B1312** The Small Press Advantage: Publishing Books With Desktop Technology
-

1-3:30 PM

- P1404** Newsletter Design & Makeovers for Desktop Publishers
B1410 Using Desktop Publishing for Textbooks: From Concept to Camera-Ready
-

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Where to pick up your

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All seminar roundtable, and special events tickets must be picked up at the Seminar Registration Desk of The New York Hilton between 3 PM and 6 PM on Sunday, May 22 or after 8 AM on the day of your seminar. Please pick up your tickets at least 30 minutes before the start of any session.

Confirmation/Cancellation/Refunds

All registrations received by April 29, will be confirmed by mail. If you must cancel for any reason, notify us in writing by April 29 to receive a full refund. After April 29, a \$20 service charge will be deducted from all refunds. And, because many sessions sell out before the Conference and we must turn customers away, no refunds will be given for cancellations received after 5 PM, May 6.



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

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